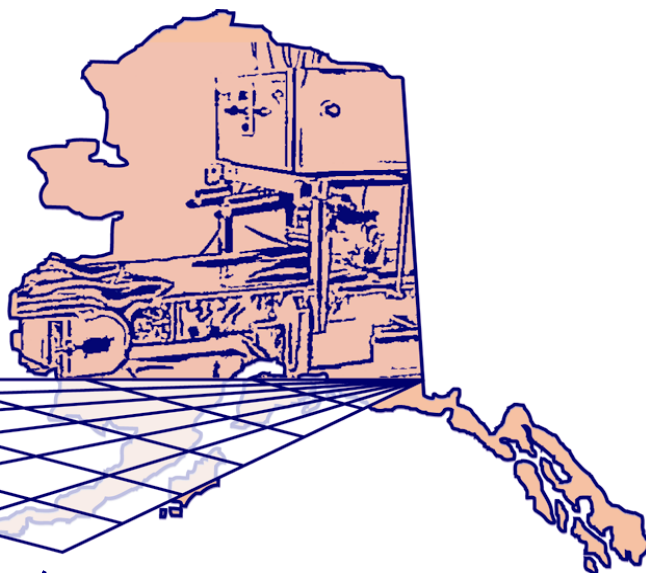


# **ALASKA FISHERIES REVITALIZATION STRATEGY**



A Fish Cabinet Report to the Alaska  
Fisheries Marketing Board on the

## **ALASKA SALMON MARKETING GRANT PROGRAM**

**Purpose, Program Development, and Funding  
Results**

Alaska Department of Commerce, Community  
& Economic Development  
February 2005

## Introduction

The Alaska Department of Commerce, Community, and Economic Development (Commerce) received a request from the Alaska Fisheries Marketing Board to provide analysis regarding what marketing projects industry pursued through the Alaska Salmon Marketing Grant Program (ASMP). This report describes the development and types of projects funded under ASMP.

In early 2003, Governor Frank Murkowski initiated the Fisheries Revitalization Strategy. The Strategy combined \$35 million in federal disaster funding with \$15 million in Pacific Coastal Salmon Recovery funds. The Fisheries Revitalization Strategy is a coordinated effort involving the Governor's Office and the departments of Commerce, Fish and Game, and Labor and Workforce Development. Under the leadership of the Governor's Special Assistant for Fisheries Policy, Alan Austerman, these departments constitute the "Fish Cabinet" working closely together to craft the State's response to the many challenges facing the salmon industry.

There are ten Revitalization Strategy Programs, several of which deal directly with fostering renewed entrepreneurial spirit in the salmon industry.<sup>1</sup> Such was the case with ASMP.

ASMP was announced on October 1, 2003. In casting its solicitation, the Department sought to receive the salmon industry's "best thinking" on how to most effectively market wild Alaska salmon. With this general guideline, the Department did not dictate the marketing methodology, product form, or target market, aside from an acknowledgement that a significant portion of the funds would be dedicated to pink salmon marketing. The solicitation announced the intent to grant at least \$10 million, with the ability to go over or under based on the quality of applications.



The Alaska Fisheries Revitalization provided 150 equipment and marketing grants to Alaska salmon producers like Fred West (in center) of Sea Products and Tustemena Smokehouse in Soldotna, Alaska, pictured here with Greg Fisk, Fisheries Development Specialist with the State of Alaska. Sea Products produces a salmon sausage sold widely in Alaska and recently through grocery store chains in the Lower 48. The grants assisted in packaging equipment improvements and expanding marketing activities.

<sup>1</sup> For more information on the Revitalization Strategy programs, please visit the Commerce web site at: <http://www.commerce.state.ak.us/oed/seafood/revitalization/home.htm>

## Background on Alaska Salmon Markets

### Alaska Salmon Products

The Alaska salmon industry has a long, proud history. Each summer for over 100 years, salmon processing companies “packed” millions of pounds of salmon into cans. These “packers” produced a bone-in/skin-on canned salmon product, providing a shelf stable protein staple for European and American families.

Table 1

Volume and Percentage of Total of Alaska Salmon Production* by Product Type, 1997 - 2003												
Products	1997	%	1998	%	1999	%	2000	%	2001	%	2002	%
Canned	149,240,690	38%	194,810,738	45%	233,393,710	44%	172,710,531	39%	198,729,434	45%	157,411,504	41%
Head and Gut	225,327,085	57%	189,961,612	44%	244,175,199	46%	226,678,804	51%	206,008,779	47%	191,390,845	50%
Roe	12,851,900	3%	14,408,686	3%	16,915,685	3%	20,397,372	5%	19,293,451	4%	17,189,092	5%
Whole	5,105,794	1.3%	24,497,350	5.7%	30,332,502	5.7%	21,722,824	4.8%	11,143,346	2.5%	7,679,918	2.0%
Fillet	3,181,684	0.8%	5,506,819	1.3%	6,748,780	1.3%	6,110,371	1.4%	7,043,716	1.6%	8,203,400	2.1%
Other	-	0%	-	0%	-	0%	-	0%	-	0%	-	0%
Ingredient Material	843,913	0%	1,279,421	0%	-	0%	926,395	0%	-	0%	-	0%
Total	396,553,063		430,466,624		531,567,875		448,548,297		442,220,727		381,876,761	
Pounds Harvested	630,410,000		712,800,000		898,600,000		710,970,000		765,190,000		608,437,000	
% processed in AK	63%		60%		59%		63%		58%		63%	

Numbers represent pounds.

#### Product Type Breakdown:

Whole includes: whole fish, whole bait, bled only, gutted only.

Headed & gutted includes: dressed from 1990 - 2002, H&G, H&G with roe, eastern cut, tail removed, western cut

Roe includes: ikura, roe bait, sujiko

Fillet includes: deep skin, w/ ribs - no skin, w/ ribs & skin, w/ skin - no ribs, no skin or ribs, steaks, strips for smoking.

Ingredient material includes: minced, surimi,  
Other includes: fish meal, fish oil, heads

Source: Information from Commercial Operators Annual Reports, Alaska Department of Fish & Game, received November 9, 2004.

\*COAR data indicates the product form of the fish when it left the ownership of the first purchaser. This is the best indication of the level of production that occurred in Alaska. Further processing prior to reaching the end consumer is done at other processing facilities, the retail level, and at food service outlets.

In the latter half of the century, Japan became a major market for frozen headed and gutted salmon – chiefly sockeye salmon. With improvements in freezing technology, packers shifted production capacity to feed this valuable market. The State of Alaska even changed its tax rate on salmon landing to encourage frozen production by taxing frozen production at 3% while can production was (and remains) taxed at 4.5%.

Today there is very little change to these long-standing product forms. Table 1. Using much the same technology of 100 years ago, the industry continues to make traditional canned salmon. The industry also continues to product frozen H&G, although the product is increasingly destined for Thailand and China for reprocessing back to traditional markets.<sup>2</sup> These two product forms routinely make up approximately 90% of all salmon exported from Alaska.

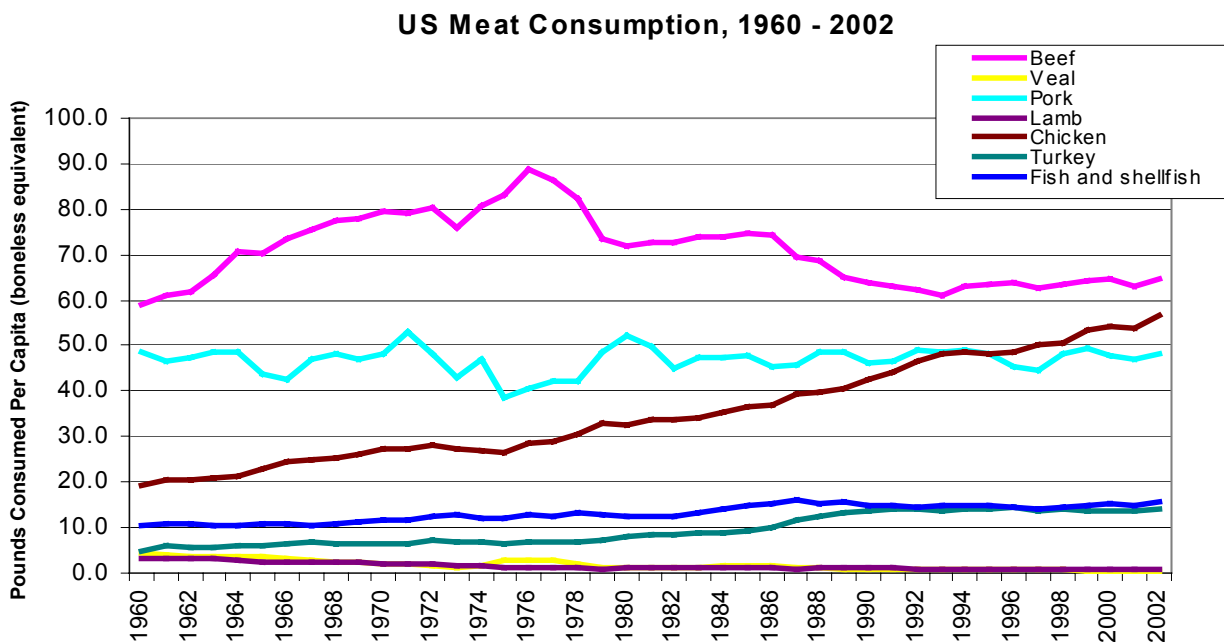
### America's Protein Sources

Despite its importance to Alaska's coastal economy, Alaska salmon's impact on the American dinner plate is relatively small. Beef, chicken, pork and other seafood products battle over the dinner plate. Compared to beef or chicken, which each average approximately 60 pounds annual consumption, all seafood combined accounts for about 15 pounds. (See Figure 1.)

<sup>2</sup> 2003 export figures from the Foreign Trade Division of the U.S. Census Bureau indicate that non-farm salmon exports from the US to China and Thailand are approximately 31% of the head & gut production from Alaska. That is up from 2% in 1997.

The chicken industry, dealing with small, highly perishable animals (like a salmon), exploded in annual average consumption from the 1960's to today. Through changes in production capacity and shifts in industry structure, the chicken industry led all protein sources in meeting changing consumer preferences. While other protein sources adapted, the Alaska salmon industry remained in relative status quo.<sup>3</sup>

Figure 1



Large-scale production of farm salmon, beginning in the early 1990's, changed the market demands on Alaska wild salmon. Prior to farm salmon, salmon markets had little choice when dealing with the Alaska salmon packers who held a majority of the world's salmon. The Alaska salmon industry had little incentive to overhaul production capacity to develop new markets. This lack of competition eliminated the need for salmon packers to innovate and increase productivity, even during times of innovation within other protein industries. When farm salmon hit the markets, dramatically falling prices left the salmon packers little capital to adapt to changes in the marketplace with available technology.

### Changing Markets

The once strong sockeye market in Japan became a prime target for farmed salmon. With its prolonged economic recession of the 1990's, the Japanese market was perfect for the ever-increasing volumes of farmed salmon at diminishing prices. While the Japanese market continues to purchase frozen Alaska salmon, the declining volume and price are not at levels that sustain Alaska's coastal economy.

<sup>3</sup> Since the mid-1990s, the chicken industry went through incredible consolidation. Today, four companies make up 58% of all chicken production in the US. Alaska's salmon industry is set up purposefully to maximize the benefits of the resource to as many individuals as possible.



Changing consumer preferences highlighted Alaska's inability to innovate. With more working families, greater convenience in food products, increased dining in fast food restaurants and changes in cooking technology, other protein sources including farm salmon, are meeting changing demands. Availability, consistent quality, and consumer friendly portions – are traits found in farm salmon, much like the chicken industry. Traditional Alaska salmon products are not finding new consumers. The Alaska salmon industry must change its product mix and diversify its markets or face continual losses in the market.

Alaska pink salmon faced similar challenges in its long-standing canned product. This product typically sells bone-in/skin-on pink salmon to an aging US market. With record harvests in the late-90s and early 2000, coupled with static or declining demand, canned pink salmon inventories built up to a point where product by Alaska processors was routinely sold at a loss into the distribution channel. This loss was felt by the harvesting fleet as prices fell from \$0.14/lb in 1998 to \$0.09/lb in 2003.<sup>4</sup>

With these conditions as a backdrop, the Strategy sought to devote resources to encourage marketing new products while expediting the movement of traditional canned salmon.

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<sup>4</sup> Alaska Department of Fish & Game, Fish Ticket information, Statewide figures.

## Program Development

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Based on Alaska salmon's dilemma of limited market and product diversification, the marketing program sought to assist in changing these dynamics. In casting a broad net to determine the Alaska salmon industry's best thinking, the Department framed application categories based on size and project scope.

### Application Tiers

All applicants needed to have a processor or exporter permit or be a co-applicant with a seafood processor or exporter to ensure successful applicants had a tangible link to marketable product. Beyond this requirement, there were three tiers of applicants.

1. Major: This tier was directed to processors / marketers geared to the scale and capabilities of larger companies. The tier had no maximum grant amount, but required a \$1 for \$1 match. Any size applicant could apply, although for smaller companies that were unable to make the match requirement or did not need funding in excess of \$200,000, this was an impractical tier to apply under. This tier directed funds in a way that:
  - Tapped experienced marketing expertise
  - Targeted high volume salmon producers to move static inventories and other products.<sup>5</sup>
2. Mini: This tier was directed at mid-sized and growing companies. The maximum grant amount was \$200,000, with a \$2 to \$1 match. Size restrictions limited this tier to only those companies that met the SBA requirements.<sup>6</sup> The maximum award for a mini-grant did not exceed \$200,000.

This tier put resources towards a business sector that generally:

- Focused on salmon
  - Depended on Alaska seafood for their entire operation
  - Had evolving product lines
  - Worked in niche markets
  - Processed products completely in Alaska.
3. Micro: This tier was directed mainly towards small and emerging Alaska direct marketing businesses.<sup>7</sup> A size restriction of less than 10 full time equivalent employees with a maximum grant limit of \$25,000 targeted funds for the smallest operators in the salmon industry. This program carried a \$3 to \$1 match.

Program funding to this tier supported:

- A notable increase in the size of this processing sector
- The next wave of entrepreneurship

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<sup>5</sup> The grantees that received funding under the major category were responsible for 56% of the total salmon processed in 2003, making up 61% of the value. Commercial Operator's Annual Report information, Alaska Department of Fish and Game, Division of Commercial Fisheries, September 29, 2004.

<sup>6</sup> For seafood manufacturing businesses this was 500 annual full-time equivalent employees for an entire company, rather than a single processing facility.

<sup>7</sup> The direct marketing sector is typically small boat catcher processors who sell their catch directly into the market.



- An increase in experience, confidence, and marketing expertise within this sector.

### Eligible Expenses

The program was established to pay for only marketing costs. These included promotional activities, familiarization tours, trade shows, related marketing travel, packaging and label design, test product giveaways, tasks related to product marketing, and personnel costs. Indirect administrative services and costs were not allowed.

<sup>8</sup> Table 2 lists the general categories of marketing activities funded under the program.

While product development expenses were not encouraged, some allowance was made so long as the applicant could demonstrate the product was near a commercial startup phase and was clearly tied to a marketing effort that brought the product to the market.

All salmon products were eligible and were strongly encouraged to have sustained market acceptance.

Regional marketing/branding programs were not directly eligible for grants under this program but could participate as co-applicants with eligible processor applicants.

### Grant review process

The grant review process involved appointing six individuals to score and rank all applications against each other and make recommendations to the Fish Cabinet.

Aside from adhering to the grant review guidelines, review committees are by design loosely guided and expected to bring to the table divergent opinions. In the end, the best projects, regardless of product form or placement, typically rise to the top.

Grants were made on a competitive basis. In scoring applications, the program defined four

Table 2

Marketing Cost Category	Total
Advertisements	\$ 3,747,051
In-store Demonstrations	\$ 1,598,991
Discount promotions	\$ 1,117,886
Customer Visits	\$ 947,535
Slotting	\$ 645,000
Trade Shows	\$ 620,242
Design Work	\$ 450,635
Promotional Materials	\$ 424,701
Sweepstakes	\$ 311,000
Familiarization Tours	\$ 132,342
Public Relations	\$ 110,900
Market Research	\$ 107,362
Event Marketing	\$ 57,000
Marketing Personnel	\$ 53,667
Product Samples	\$ 27,837
Marketing/Grant Seminar	\$ 20,767
Display Equipment	\$ 17,089
Recipe Contest	\$ 15,000
Farmers Markets	\$ 6,872
Promotional Mailings	\$ 1,230
Catalogue	\$ 938
Signage	\$ 589
Other	\$ 223,275
<b>Total</b>	<b>\$ 10,637,909</b>

**Advertising** includes: retailer advertisement, television/media advertising, in-outlet promotions, in-store advertisements, point of sale material, shelf talking signage

**Customer Visits** includes: advocate meetings, sales force, lead generation

**Display equipment** includes: display shipper units

**Marketing Personnel** includes: Intern, marketing consultant

**Public Relations** includes: media relations, media events,

**Design work** includes: labels, packaging, web sites

**Marketing Research** includes: taste tests

**Discount promotions** includes: coupons, scan downs

**Slotting** includes: pay-per-click

<sup>8</sup> Allowable personnel costs included salary, wages and benefits of personnel directly involved with the applicant's marketing activities under the grant program. Personnel costs associated with processing seafood and other activities unrelated to marketing were specifically not allowed.

basic categories to rank applicants. Each category was weighted with a maximum score of 100. The project categories, and important factors within each, included:

Applicant (15 points)

- Appropriately licensed and incorporated
- History and experience
- Key personnel
- Ability to be successful
- Subcontractor information

Project Description (25 points)

- Clearly articulated project description
- Milestones and specific activities
- *If focused on pink salmon*, how the project would reduce inventories
- Demonstration of market acceptance
- Quality, creativity and effectiveness of marketing activities
- Prominence of important attributes of salmon, for example wild and natural
- Employment of quality standards
- Consideration of Alaska involvement
- Discussion of project feasibility

Project Budget (20 points)

- Identification of direct expenses, applicants match, in-kind, other
- Plan for reporting financial activity

Project's Long-Term Value (40 points)

- Ability to increase seafood quality, diversity, value, profitability for processors and harvesters
- Increase volume of product moved
- Increase economic activity in coastal Alaska

**Matching Requirement**

Grantees were bound to a strict cash match requirement. Many times in economic development projects, money is granted with little investment from the recipient. This lack of match, or better put, reduction of risk by the recipient, tends to decrease attention to planning and project execution. The profit motivation is arguably impacted given that applicants are more willing to engage in activities that are less certain if they are not required to invest.

Requiring a cash match is a critical tool if public funds are to make a positive impact. Not only is the planning and execution of projects improved, but valuable public funds are able to leverage much greater private sector investment. In the marketing program, \$10.6 million in grant funds generated almost \$9 million in private sector match. See Table 3.



Cash match requirements elicit more sensible proposals. In the first round of the Revitalization Strategy's Fisheries Economic Development Grant Program<sup>9</sup>, Commerce received 143 applications requesting in excess of \$98 million.<sup>10</sup> Despite a significant number of projects that did not demonstrate a cash match, the Department held firm to the requirement. In the second round of Fisheries Economic Development grants, Commerce received 101 applications, with a significantly reduced requested amount of \$19 million. Among the reasons for this was the understanding a cash match was required. Under the marketing program, conducted after the first round of equipment grants, the Department received 115 grants requesting a realistic \$20 million.

### Compliance with State Law and Regulations

Prior to entering into a grant agreement, each applicant had to establish they were in good standing with the laws of the State of Alaska. This meant a demonstration they were current on their fisheries business tax, unemployment insurance tax, and a number of other important requirements for doing business in Alaska as a seafood processor.

Table 3: Breakdown of Marketing Funds by Tier with Private Match

Total Investment in Salmon Marketing Activities					
Grantee Type		Grant Funds		Private Match	Total Investment
Major	\$	7,708,999	\$	7,709,001	\$ 15,418,000
Mini	\$	2,356,395	\$	1,173,478	\$ 3,529,873
Micro	\$	572,515	\$	225,494	\$ 798,009
<b>Total</b>	\$	10,637,909	\$	9,107,973	\$ 19,745,882

### Alaska Hire

Through the Department of Labor, the State of Alaska is continually seeking improvement to the number of Alaska hired through the seafood industry. A component of each grant agreement was assurance that the grantee would, to the best of their ability, hire Alaska residents and utilize the Labor's seafood employment services.

<sup>9</sup> In the Fisheries Revitalization Strategy, the State ran two capital equipment/infrastructure grant programs titled Fisheries Economic Development Grant Program.

<sup>10</sup> Does not include late or ineligible applications.

## Defining Marketing Projects

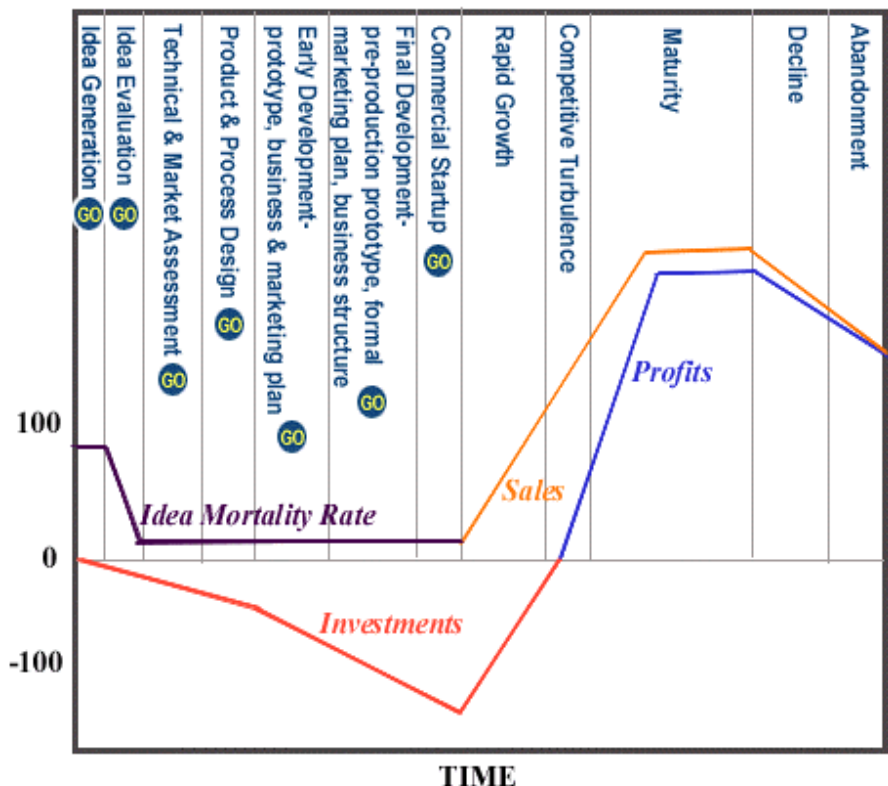
Definitions of marketing point to the “Four P’s” - product, placement, pricing and promotion. Earlier the report argues a central marketing problem for Alaska salmon was the lack of market and product diversification. To highlight how ASMP works to improve the problems, this report will categorize grant projects using “product” (product form) and “placement” (target market).

### Product Life Cycle

A “product” essentially refers to the good or service offered by a business. Products exist along a continuum called the Product Life Cycle. (See Figure 2) As a product passes the various stages, from idea generation, through product design to maturity, its success rate (determined by whether the product reaches maturity) increases.

The product life cycle offers the various stages of a product based on its development point. For economic development efforts, the cycle is useful to determine how to target funding. If an economic development initiative strives to develop new markets or processing technologies, it might focus on earlier stages such as technical & market assessment, product and process design or prototype, business and marketing plan. Similarly, if the development goal is to move new products to a rapid growth point, attention may focus on the commercial startup phase.

Figure 2: Product Life Cycle



### Market Diversification – Placement

The second way to measure marketing activities is to determine where efforts are directed. In 2001, the State provided Table 4 to the US International Trade Commission in its review of the U.S. Chile Free Trade Agreement. As the table indicated, the five salmon species tend to find different markets in different product forms.

Table 4 – 2001 Salmon Species Product and Market

Species	Product Forms (Markets)				
	Whole	Dressed	Headed and gutted	Canned	Fillet/steaks
Chinook (king)	Canada, Japan, US, Europe	Canada, Japan, US, Europe	Canada, Japan, US, Europe	Canada, US, Europe	US
Coho (silver)	Japan, Canada, Europe, US	Japan, Canada, Europe, US	Japan, Canada, Europe, US	Not common	US
Sockeye (red)	Japan, US, Canada	Japan, US, Canada	Japan, US, Canada	Canada, Europe, US	US
Chum (dog/keta)	Canada, Japan, US, Europe	Canada, Japan, US, Europe	Canada, Japan, US, Europe	Europe, China, US	US
Pinks (humpy)	Canada, Europe, US	Canada, Europe, US	Canada, Europe, US	Canada, US	Not common

1. Whole – fresh or frozen in its entirety
2. Dressed – internal organs are removed. Head remains.
3. Headed and gutted – Head and internal organs are removed.
4. Canned – Flesh only, or with skin and bone, are canned
5. Fillet/steaks – fish is processed to a fillet portion. Skin and bone may or may not be included.

The markets presented in Table 4 represented long-time markets for the Alaska salmon product. However, the mass introduction of farm salmon worldwide, particularly in Japan, had devastating impacts on the volume sold and value for Alaska salmon, most notably sockeye.

## Seafood Marketing In Alaska

There have been a number of public marketing efforts for Alaska seafood. The most notable is through the Alaska Seafood Marketing Institute, a generic marketing organization. ASMI focuses on promotions and placement for Alaska seafood. There are several efforts underway to develop regional marketing programs, akin to Copper River. These efforts are similar to ASMI's, but on a smaller scale. The Governor's Office of International Trade & Development has long been a player in Alaska seafood marketing, making introductions at the diplomatic level, paving the way for economic activity to follow.

Product development can be an expensive effort. Significant public funding is directed towards the idea generation through final development stages, most notably USDA Cooperative State Research Education & Extension Service's approximately \$2 million annually allocated through the University of Alaska-Fairbanks, Kodiak Fishery Industrial Technology Center, (<http://www.sfos.uaf.edu/fitc/index.html>). The Alaska Fisheries Development Foundation is another organization that works on applied research and development projects with seafood.

Once a product enters the commercial start-up phase it has gone through a number of tests and is less risky. It indicates significant private investment and is more likely to achieve success. In the past, public funds dedicated to commercial startup products occurred through the Alternative Salmon Product Program. (<http://www.commerce.state.ak.us/oed/seafood/grantrecipients.htm>). The Alternative Salmon program was administered by the Kodiak FITC advised by the Department of Commerce.

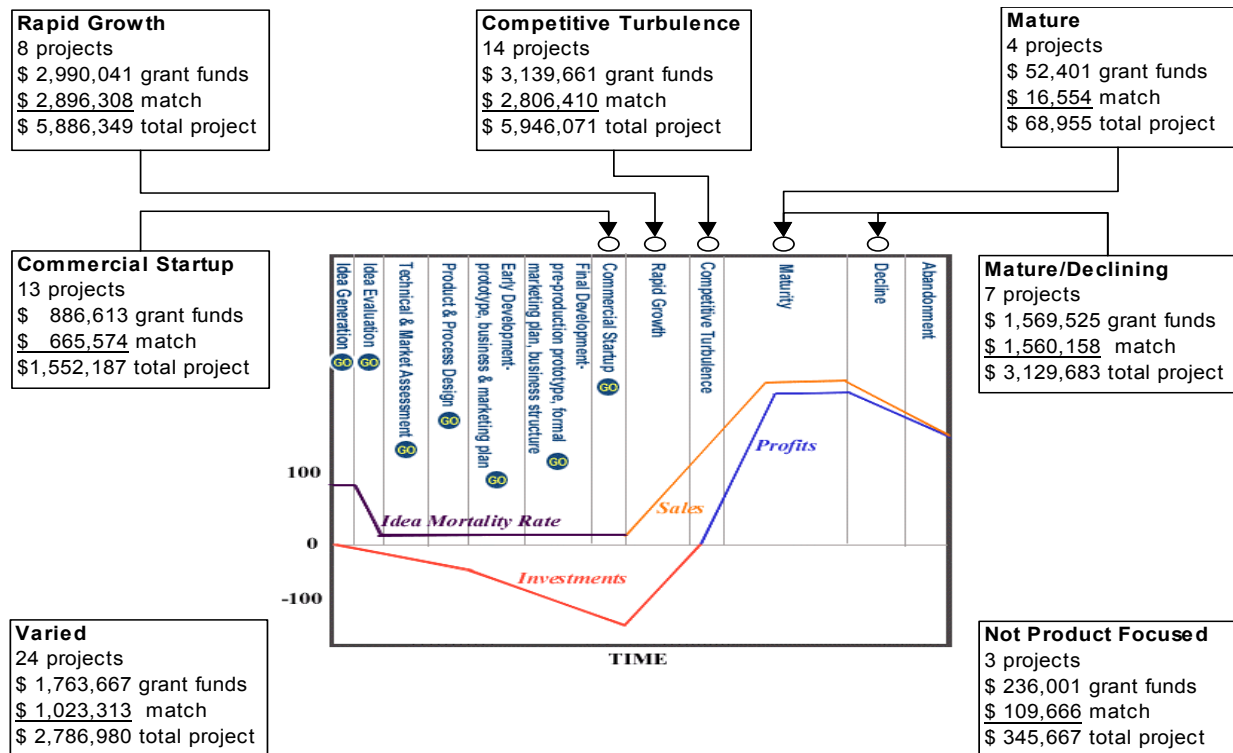
## Alaska Salmon Marketing Program Results

After designing ASMP, the Department essentially “let the chips fall where they may” in terms of what projects were selected. Table 5 and Figure 3 provide a breakdown of marketing projects by stages in the product life cycle. The program did not pre-determine how much funding went towards one stage over another.<sup>11</sup>

**Table 5: Alaska Salmon Marketing Program Grants By Product Life Cycle**

Stage	Product Life Cycle				
	Number	Grant Dollars	Private Investment	Total Investment	Cumulative
Commercial Startup	13	\$ 886,613	\$ 665,574	\$ 1,552,187	\$ 1,552,187
Rapid Growth	8	\$ 2,990,041	\$ 2,896,308	\$ 5,886,349	\$ 7,438,536
Competitive Turbulence	14	\$ 3,139,661	\$ 2,806,410	\$ 5,946,071	\$ 13,384,607
Mature	4	\$ 52,401	\$ 16,554	\$ 68,955	\$ 13,453,562
Mature /Declining	7	\$ 1,569,525	\$ 1,560,158	\$ 3,129,683	\$ 16,583,245
Varied	24	\$ 1,763,667	\$ 1,023,313	\$ 2,786,980	\$ 19,370,225
Not product focused marketing project	3	\$ 236,001	\$ 109,666	\$ 345,667	\$ 19,715,892
<b>Grand Total</b>	<b>73</b>	<b>\$ 10,637,909</b>	<b>\$ 9,077,983</b>	<b>\$ 19,715,892</b>	

**Figure 3: Alaska Salmon Marketing Program Grant Projects by Product Life Cycle**



<sup>11</sup> In generating this information, the Department culled all marketing grants to determine features like product life cycle and target market. The contents of the main report represent the best approximation. For a complete list of projects and Department's assignment of product life cycle and target market, see Appendix 1

Significant funds under the program were put towards products at or arguably beyond their mature phase. While dedicating efforts towards products past the phase of their life cycle may not be the best investment for the future, it is important to support existing industries that fuel the coastal economy.

### Target Markets

The grant program supported projects directed at a number of regions, although the majority came in for activities in the US. As demonstrated previously in Table 4, Alaska's salmon markets are limited and not widespread in the US. ASMP has the potential to significantly increase demand and value to the industry by supporting market diversification.

Table 6  
ASMP Product by Target Market

Product	Grand Total	Target Market							U.S. (includes all regions)
		Africa	Alaska	Canada	Eastern Europe	Europe	Germany	Japan	
Grand Total	\$ 10,637,909	\$ 13,700	\$ 28,025	\$ 181,000	\$ 120,001	\$ 98,868	\$ 80,000	\$ 408,201	\$ 9,708,114
Pouch	\$ 1,928,967						\$ 80,000		\$ 1,848,967
Can	\$ 1,569,525	\$ 13,700							\$ 1,555,825
Burgers	\$ 1,474,999								\$ 1,474,999
Smoked/Specialty	\$ 1,273,426		\$ 3,025					\$ 196,500	\$ 1,073,901
Multiple	\$ 1,044,419								\$ 1,044,419
Fillet	\$ 906,584								\$ 906,584
specialty	\$ 870,000								\$ 870,000
H&G	\$ 823,816				\$ 120,001				\$ 703,815
n/a	\$ 236,001		\$ 25,000					\$ 186,001	\$ 25,000
Meals Ready To Eat	\$ 206,800			\$ 181,000					\$ 25,800
Roe (includes flavored)	\$ 124,568					\$ 98,868		\$ 25,700	\$ -
Live bled	\$ 63,000								\$ 63,000
Pet Treats	\$ 50,000								\$ 50,000
Portions - Frozen	\$ 30,419								\$ 30,419
Frozen at Sea	\$ 19,750								\$ 19,750
Gourmet	\$ 15,635								\$ 15,635

Table 6 demonstrates the target markets industry is attempting to reach with the various products. While traditional canned salmon is among the larger product lines funded, relatively new products like pouch and burgers received significant funding.

Table 7  
Use of ASMP Funds by Target Market and Species

Target Market	Grand Total	Species						
		All	Coho	Keta	Keta- Roe	King	Pink	Sockeye
Grand Total	\$ 10,637,909	\$ 477,800	\$ 287,677	\$ 344,000	\$ 124,568	\$ 1,189,374	\$ 6,297,567	\$ 1,916,923
Africa	\$ 13,700						\$ 13,700	
Alaska	\$ 28,025	\$ 25,000	\$ 3,025					
Canada	\$ 181,000						\$ 181,000	
Eastern Europe	\$ 120,001						\$ 120,001	
Europe	\$ 98,868				\$ 98,868			
Germany	\$ 80,000						\$ 80,000	
Japan	\$ 408,201		\$ 186,001		\$ 25,700			\$ 196,500
U.S.	\$ 8,716,936	\$ 452,800	\$ 76,001	\$ 344,000		\$ 632,374	\$ 5,540,366	\$ 1,671,395
U.S.: East Coast	\$ 356,250					\$ 356,250		
U.S.: Midwest	\$ 222,650		\$ 22,650			\$ 200,000		
U.S.: Northwest	\$ 16,050							\$ 16,050
U.S.: South	\$ 362,500						\$ 362,500	
U.S.: Southwest	\$ 32,978							\$ 32,978
U.S.: West Coast	\$ 750					\$ 750		

Table 7 offers the target market by species. Given the US is the most prominently targeted region, the information may not be all that telling. Projects funded that move high value sockeye into the US is a positive sign.

### Other Factors

Table 8 offers a look at the various products made by which species. As expected, pink salmon is converted into the cheaper, high volume products like pouch and burgers, while sockeye is moving more into the smoked/specialty and fillet product forms.

**Table 8**  
**Use of ASMP Funds by Product and Species**

Product Type	Grand Total	Species						
		All	Coho	Keta	Keta- Roe	King	Pink	Sockeye
<b>Grand Total</b>	<b>\$ 10,637,909</b>	<b>\$ 477,800</b>	<b>\$ 287,677</b>	<b>\$ 344,000</b>	<b>\$ 124,568</b>	<b>\$ 1,189,374</b>	<b>\$ 6,297,567</b>	<b>\$ 1,916,923</b>
Pouch	\$ 1,928,967					\$ 9,992	\$ 1,918,975	
Can	\$ 1,569,525						\$ 1,532,025	\$ 37,500
Burgers	\$ 1,474,999						\$ 1,474,999	
Smoked/Specialty	\$ 1,273,426	\$ 185,550	\$ 3,025	\$ 294,000			\$ 149,333	\$ 641,518
Multiple	\$ 1,044,419	\$ 191,500	\$ 60,000			\$ 600,934		\$ 191,985
Fillet	\$ 906,584		\$ 22,650				\$ 25,434	\$ 858,500
specialty	\$ 870,000	\$ 50,000					\$ 820,000	
H&G	\$ 823,816		\$ 16,001	\$ 50,000		\$ 542,632	\$ 120,001	\$ 95,182
n/a	\$ 236,001	\$ 25,000	\$ 186,001					\$ 25,000
Meals Ready To Eat	\$ 206,800						\$ 206,800	
Roe (some flavored)	\$ 124,568				\$ 124,568			
Live bled	\$ 63,000	\$ 25,750						\$ 37,250
Pet Treats	\$ 50,000						\$ 50,000	
Portions - Frozen	\$ 30,419					\$ 16,066		\$ 14,353
Frozen as Sea	\$ 19,750					\$ 19,750		
Gourmet	\$ 15,635							\$ 15,635